

What is peering?

Explaining the internet and the role we play in it

About **AMS-IX**

AMS-IX is a neutral member-based association that operates multiple interconnection platforms around the world. Our leading platform in Amsterdam has been playing a crucial role at the core of the internet for nearly 30 years and is one of the largest hubs for internet traffic in the world.

Connecting to AMS-IX ensures customers such as internet service providers, telecom companies and cloud providers that their global IP traffic is routed in an efficient, fast, secure, stable and cost-effective way. This allows them to offer low latency and engaging online experiences for end-users.

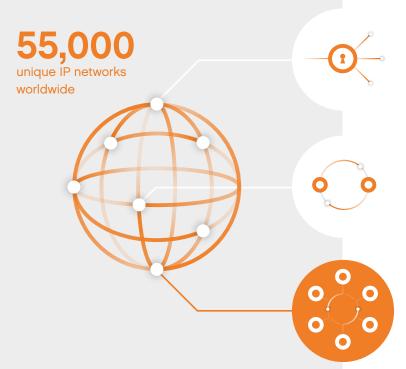


The Internet

The Internet is a network of networks

Interconnection

There are 3 ways networks interconnect



Transit

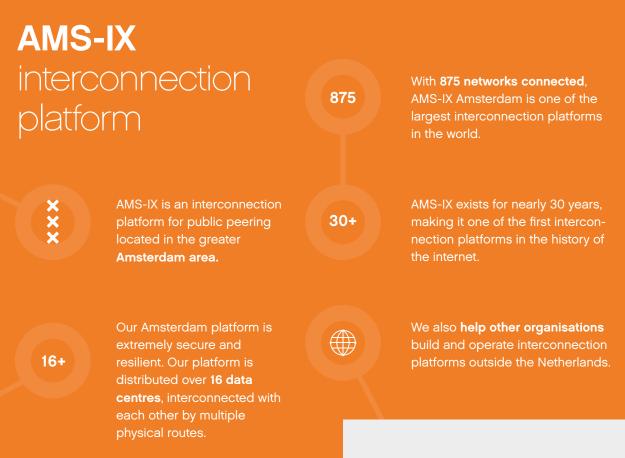
You interconnect with another party using a transit provider. A transit provider is a company that sells interconnection as a service. You connect your network to your transit provider, and he takes care of the rest.

Private peering

You interconnect directly with another party to exchange traffic, without any intermediary. The interconnection benefits you both.

Public peering

You interconnect with one or multiple parties via an interconnection platform (e.g. AMS-IX). An interconnection platform is a place where multiple networks connect and exchange IP traffic.



Who connects?

Which parties connect to our interconnection platform?

Why connect?



Internet Service



Most diverse ecosystem 875+ connected networks from 80 different countries.



Reduced connectivity costs Direct exchange of traffic with multiple networks through one

single connection.



24/7 technical support Our Network Operation Centre

(NOC) actively monitors the AMS-IX infrastructure 24x7.



High quality platform

Our innovative platform adheres to the highest technical standards.



Live monitoring

Monitor traffic in real-time via our online customer portal.

Providers

Content Providers (social media, streaming services)

Business Applications (CRM, HR, ERP)

Cloud Providers

Healthcare Platforms E-commerce

Payment Service Providers

Video Conferencing Solutions

Gaming Companies



Reduced latency

Traffic takes the fastest routes.



Increased network redundancy Traffic can be sent through many different routes.

For more information, please contact us.

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